

**AMZN**

**Corporate culture**

**“It’s not easy to work here (when I interview people I tell them, ‘You can work long, hard, or smart, but at Amazon.com you can’t choose two out of three’), but we are working to build something important, something that matters to our customers, something that we can all tell our grandchildren about. Such things aren’t meant to be easy.”**

**source:** Jeff Bezos, letter to Amazon shareholders, 1997